

ECMP 355 – Blogging Assessment Rubric
Instructor Evaluation – Jane Doe

	1	2	3	4	Total
Ideas & Content	The ideas expressed are not original, often confused and are not connected to discussions around education or ed. technology.	The ideas expressed are not necessarily original, and are not usually connected to discussions around education or ed. technology.	The student expresses some original ideas. The majority of ideas are related to education or more specific to ed. technology.	The student has many original ideas and expresses them clearly. The great majority of ideas are related to education or more specifically to ed. technology.	1
Evaluation: Comments ...					
Post Frequency	The post frequency is well below course expectations.	The post frequency is slightly below average.	The post frequency is slightly above average.	The post frequency greatly exceeds course expectations.	1
Evaluation: Comments ...					
Writing Quality	Posts are of very poor quality. There is little to no evidence of reading other information in order to form new meaning of the topics at-hand.	Posts show a below average, overly casual writing style with a lack of attention to style. Students pay little attention to other reading and mostly regurgitate previous personal views.	Posts show above average writing style. The content demonstrates that the student reads moderately, and attempts to synthesize information and form new meaning.	Posts are well-written, and are characterized by elements of a strong writing style. The content demonstrates that the student is well read, synthesizes learned content and constructs new meaning.	1
Evaluation: Comments ...					
Community	Students do not show evidence in any participation in the blogging community, or the course community, through the use of weblogs.	Students rarely participated in the blogging community. Most, if not all, participation was limited to the weblogs of other classmates.	The student participated moderately in the blogging community. There was some evidence of out-of-class participation.	The student participated actively in the blogging community via comments on other weblogs, and citing others in their research and writing.	1
Evaluation: Comments ...					
Use of Enhancements	The student did nothing to enhance or personalize the weblog space.	There is very little evidence of multimedia enhancement and the student blog is primarily text-based.	The student enhanced their weblog to some extent using video, audio, images or other add-ons.	The student greatly enhanced their weblog space using video, audio, images or other add-ons.	1

Evaluation: Comments ...			
Final Mark		10/20	50%

Additional Comments/Areas for Improvement: I think that you make a good start here. I hope that you will continue to work on this project in the future.